





WDAF-TV

Print Date: 10/24/12

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Contract / Revision

585878

Flight Dates 10/25/12-10/26/12

Hiatus Dates

Original Date / Revision

10/24/12/ 10/24/12

Order Sep 00:15:00

Advertiser

Spence, David/R/Mo Gov

Product SPENCE FOR MO GOV

Estimate # C25C26

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Totals		
													Spots	Amount	
E 4	4	10/26/12	10/26/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	----F--	:30	1	\$200.00	3	0.00	NM	1	\$200.00
<b>NOON NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----F--		1	\$200.00			0.00					
E 5	4	10/26/12	10/26/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	----F--	:30	1	\$250.00	3	0.00	NM	1	\$250.00
<b>JUDGE JUDY</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----F--		1	\$250.00			0.00					
E 6	4	10/26/12	10/26/12	M-F 5-530a M-F 5-530a	CM-All	5-530a	----F--	:30	1	\$200.00	3	0.00	NM	1	\$200.00
<b>NEWS 5A</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----F--		1	\$200.00			0.00					
E 7	4	10/25/12	10/25/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	---T---	:30	1	\$200.00	3	0.00	NM	1	\$200.00
<b>NEWS 6A</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---T---		1	\$200.00			0.00					
E 8	4	10/26/12	10/26/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	----F--	:30	1	\$375.00	3	0.00	NM	1	\$375.00
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----F--		1	\$375.00			0.00					
E 9	4	10/25/12	10/25/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	---T---	:30	1	\$400.00	3	0.00	NM	1	\$400.00
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---T---		1	\$400.00			0.00					
E 10	4	10/25/12	10/25/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	---T---	:30	1	\$540.00	3	0.00	NM	1	\$540.00
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---T---		1	\$540.00			0.00					
E 11	4	10/26/12	10/26/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	----F--	:30	1	\$800.00	3	0.00	NM	1	\$800.00
<b>FOX NEWS AT 9</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----F--		1	\$800.00			0.00					
E 12	4	10/26/12	10/26/12	M-F 1030-1102p M-F 1030-1102p	CM-All	1030-1102p	---T---	:30	1	\$400.00	3	0.00	NM	1	\$400.00
<b>NEWS 10P</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---T---		1	\$400.00			0.00					
E 13	4	10/26/12	10/26/12	M-F 630-7p M-F 630-7p	CM-All	630-7p (6:30 PM-7:00 PM)	----F--	:30	1	\$2,200.00	2	0.00	NM	1	\$2,200.00
<b>WHEEL OF FORTUNE</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----F--		1	\$2,200.00			0.00					

Totals 13 \$6,165.00



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## ORDER

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<u>Contract / Revision</u>	585515	/	<u>SPENCE FOR MO GOV</u>	<u>Alt Order #</u>	09850996
<u>Original Date / Revision</u>	10/24/12	10/24/12	<u>Agency Com</u> 15%	<u>Billing Type</u>	Cash
			<u>Billing Contact</u>	<u>Order Type</u>	GENERAL
<u>Advertiser</u>	Spence, David/R/Mo Gov		814 King Street Suite 400 Alexandria, VA 22314	<u>Billing Cycle</u>	EOM/EOC
<u>Agency</u>	Smart Media Group LLC			<u>Billing Calendar</u>	BROADCAST
<u>Buying Contact</u>	Nicole Graff			<u>Demographic</u>	A25-54
			<u>Sales Office</u> DC-M	<u>Rev Codes</u>	SP-POL CAN POL
814 King Street Suite 400 Alexandria, VA 22314			<u>Sales Region</u> NAT	<u>Product Codes</u>	PL1Ea
			<u>Agency Ref</u>	<u>Priority</u>	DEFAULT
				<u>Advertiser Ref</u>	

**Primary Account Executive**  
**Dan Driscoll**

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Order Share 25% Market Value 49000

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	25%	12250
KCWE	%	0
KMBC	25%	12250
KMCI	%	0
KPXE	%	0
KSHB	25%	12250
KSMO	%	0

Order Totals					Billing Plan				
Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	25	\$10,412.50	\$12,250.00	0.00	10/01/12	10/26/12	25	\$10,412.50	\$12,250.00
Totals	25	\$10,412.50	\$12,250.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	<u>Totals</u>	
1	4	10/24/12	10/24/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	--W----	:30	1	\$200.00	3	0.00	NM	1 \$200.00
<b>NEWS AT 9A</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 10/22/12	10/28/12	--W----		1	\$200.00			0.00				
2	4	10/24/12	10/24/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	--W----	:30	1	\$200.00	3	0.00	NM	1 \$200.00
<b>NEWS AT 9A</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 10/22/12	10/28/12	--W----		1	\$200.00			0.00				
3	4	10/24/12	10/24/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	--W----	:30	1	\$200.00	3	0.00	NM	1 \$200.00
<b>NOON NEWS</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 10/22/12	10/28/12	--W----		1	\$200.00			0.00				



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Contract / Revision 585515 Flight Dates 10/23/12-10/26/12

## Hiatus Dates

Original Date / Revision 10/24/12/ 10/24/12

Order Sep 00:15:00

Advertiser Spence, David/R/Mo Gov

## Product SPENCE FOR MO GOV

**Estimate # C23C24**



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Contract / Revision 585515 Flight Dates 10/23/12-10/26/12 Hiatus Dates

Original Date / Revision 10/24/12 / 10/24/12 Order Sep 00:15:00

Advertiser Spence, David/R/Mo Gov Product SPENCE FOR MO GOV Estimate # C23C24

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
14	4	10/24/12	10/24/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	--W---	:30	2	\$300.00	3	0.00	NM	2	\$1,200.00	
<b>NEWS</b>																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	--W----		2	\$600.00			0.00						
15	4	10/24/12	10/24/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	--W---	:30	2	\$375.00	3	0.00	NM	2	\$750.00	
<b>NEWS</b>																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	--W----		2	\$375.00			0.00						
16	4	10/24/12	10/24/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	--W---	:30	1	\$250.00	3	0.00	NM	1	\$250.00	
<b>JUDGE JUDY</b>																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	--W----		1	\$250.00			0.00						
N17	4	10/26/12	10/25/12	World Series World Series on FOX	CM-All	6p-CC	--T---	:30	1	\$1,900.00	3	0.00	NM	1	\$1,900.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	--T---		1	\$1,900.00			0.00						
N18	4	10/26/12	10/26/12	M-F 430a News M-F 430-8a News	CM-All	430-5a	----F--	:30	1	\$100.00	3	0.00	NM	1	\$100.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	----F--		1	\$100.00			0.00						
N19	4	10/26/12	10/26/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	----F--	:30	1	\$200.00	3	0.00	NM	1	\$200.00	
<b>NOON NEWS</b>																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	----F--		1	\$200.00			0.00						
N20	4	10/26/12	10/26/12	M-F 630-7p M-F 630-7p	CM-All	630-7p	----F--	:30	1	\$2,200.00	2	0.00	NM	1	\$2,200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	----F--		1	\$2,200.00			0.00						
N21	4	10/26/12	10/26/12	M-F 9-10p M-F 9-10p	CM-All	9-10p	----F--	:30	1	\$800.00	3	0.00	NM	1	\$800.00	
<b>NOON NEWS</b>																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	----F--		1	\$800.00			0.00						
N22	4	10/26/12	10/26/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	----F--	:30	1	\$800.00	3	0.00	NM	1	\$800.00	
<b>FOX NEWS AT 9</b>																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	----F--		1	\$800.00			0.00						
N23	4	10/26/12	10/26/12	M-F 1132p-1202a M-F 1132p-1202a	CM-All	M-F 1132p-1202a	----F--	:30	1	\$125.00	3	0.00	NM	1	\$125.00	
<b>FOX NEWS AT 9</b>																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	----F--		1	\$125.00			0.00						

Total -- 25 \$12,250.00



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## ORDER

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Flight Dates 10/23/12-10/24/12

<u>Contract / Revision</u>	585515 /	<u>Product</u>	<u>Order Sep</u>	00:15:00
		<b>SPENCE FOR MO GOV</b>	<u>Estimate #</u>	C23C24
<u>Original Date / Revision</u>		<u>Agency Com</u> 15%	<u>Alt Order #</u>	09850996
10/23/12 10/23/12		<u>Billing Contact</u>	<u>Billing Type</u>	Cash
<u>Advertiser</u>		Nixon, Jay/D/MO/Governor	<u>Order Type</u>	GENERAL
		814 King Street Suite 400 Alexandria, VA 22314	<u>Billing Cycle</u>	EOM/EOC
<u>Agency</u>		Smart Media Group LLC	<u>Billing Calendar</u>	BROADCAST
<u>Buying Contact</u>		<u>Sales Office</u> DC-M	<u>Demographic</u>	A35+
814 King Street Suite 400 Alexandria, VA 22314		<u>Sales Region</u> NAT	<u>Rev Codes</u>	SP-POL CAN GEN
		<u>Agency Ref</u>	<u>Product Codes</u>	PL1Eb
			<u>Priority</u>	3
			<u>Advertiser Ref</u>	

Primary Account Executive

Dan Driscoll

<u>Account Executive</u>	<u>Order%</u>	<u>Start Date</u>	<u>End Date</u>
Dan Driscoll	100%		

Order Share 25% Market Value 24500

<u>Competing Station</u>	<u>% of Order</u>	<u>Amount</u>
KCPT	%	0
KCTV	25%	6125
KCWE	%	0
KMBC	25%	6125
KMCI	%	0
KPXE	%	0
KSHB	25%	6125
KSMO	%	0

Order Totals

<u>Month</u>	<u># of Spots</u>	<u>Net Amount</u>	<u>Gross Amount</u>	<u>Rating</u>	<u>Start Date</u>	<u>End Date</u>	<u># Spots</u>	<u>Net Amount</u>	<u>Gross Amount</u>
October 2012	18	\$5,206.25	\$6,125.00	0.00	10/01/12	10/24/12	18	\$5,206.25	\$6,125.00
<b>Totals</b>	<b>18</b>	<b>\$5,206.25</b>	<b>\$6,125.00</b>	<b>0.00</b>					

Billing Plan

<u>Totals</u>																
<u>Ln</u>	<u>Ch</u>	<u>Start</u>	<u>End</u>	<u>Inventory Code</u>	<u>Break</u>	<u>Start/End Time</u>	<u>Days</u>	<u>Len</u>	<u>Spots</u>	<u>Rate</u>	<u>Pri</u>	<u>Rtg</u>	<u>Type</u>	<u>Spots</u>	<u>Amount</u>	
E 1	4	10/24/12	10/24/12	M-F 9-10a M-F 9-10a	CM-AII	9-10a	--W----	:30	1	\$200.00	3	0.00	NM	1	\$200.00	
NEWS AT 9A																
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week: 10/22/12				10/28/12	--W----		1	\$200.00	0.00							
E 2	4	10/24/12	10/24/12	M-F 9-10a M-F 9-10a	CM-AII	9-10a	--W----	:30	1	\$200.00	3	0.00	NM	1	\$200.00	
NEWS AT 9A																
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week: 10/22/12				10/28/12	--W----		1	\$200.00	0.00							
E 3	4	10/24/12	10/24/12	M-F 12p-1p M-F 12-1p	CM-AII	12-1p	--W----	:30	1	\$200.00	3	0.00	NM	1	\$200.00	
NOON NEWS																
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week: 10/22/12				10/28/12	--W----		1	\$200.00	0.00							



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**Contract / Revision**

**585515** Flight Dates 10/23/12-10/24/12

### Hiatus Dates

**Original Date / Revision**

10/23/12 / 10/23/12

Order Sep 00:15:00

**Advertiser Nixon, Jay/D/MO/Governor Product SPENCE FOR MO GOV**

Estimate # C23C24



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Contract / Revision

585515      Flight Dates 10/23/12-10/24/12

Hiatus DatesOriginal Date / Revision

10/23/12 / 10/23/12

Order Sep 00:15:00Advertiser Nixon, Jay/D/MO/Governor Product SPENCE FOR MO GOVEstimate # C23C24

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	<u>Totals</u>		
													Type	Spots	Amount
N 14	4	10/24/12	10/24/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	--W----	:30	2	\$600.00	3	0.00	NM	2	\$1,200.00
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--W----		2				\$600.00		0.00			
N 16	4	10/24/12	10/24/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	--W----	:30	2	\$375.00	3	0.00	NM	2	\$750.00
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/26/12	--W----		2				\$375.00		0.00			
N 16	4	10/24/12	10/24/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	--W----	:30	1	\$250.00	3	0.00	NM	1	\$250.00
<b>JUDGE JUDY</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/26/12	--W----		1				\$250.00		0.00			
													<b>Totals</b>	<b>18</b>	<b>\$6,125.00</b>